WHAT IS CLAIMED IS:

1.   A computer program product which enables a computer to send electronic mail (e-mail) messages from a sender to specified destinations, said computer program product causing the computer to function as:

address management means for managing addresses of e-mail recipients in association with the recipients' social relationships with the sender;

message data reception means for receiving a source message;

recipient identifier reception means for receiving recipient identification data which identifies at least one e-mail recipient specified as the destination;

social relation identification means for identifying social relationship between the sender and the identified e-mail recipient, by comparing the received recipient identification data with the addresses being managed by said address management means; and

message rewriting means for rewriting the source message according to the social relationship identified by said social relation identification means.

2.   The computer program product according to claim 1, wherein the social relationship is a relationship between the sender and the e-mail recipient in terms of positions in a social hierarchy.

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3. The computer program product according to claim 1, wherein:

a plurality of e-mail recipients are specified as
5 the destinations of the source message;

the computer program product further causes the computer to function as sorting means for sorting the plurality of e-mail recipients into groups, each of the groups sharing a common social relationship with the
10 sender; and

said message rewriting means rewrites the source message according to the common social relationship of each group formed by said sorting means.

15 4. A computer-readable medium storing a program which sends electronic mail (e-mail) messages from a sender to specified destinations, the program causing a computer to function as:

address management means for managing addresses of
20 e-mail recipients in association with the recipients' social relationships with the sender;

message data reception means for receiving a source message;

recipient identifier reception means for receiving
25 recipient identification data which identifies at least one e-mail recipient specified as the destination;

social relation identification means for

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identifying social relationships between the sender and the identified e-mail recipient, by comparing the received recipient identification data with the addresses being managed by said address management means; and

5   message rewriting means for rewriting the source message according to the social relationship identified by said social relation identification means.

5.   A method of sending electronic mail (e-
10   mail) messages from a sender to specified destinations, comprising the steps of:

(a)   managing addresses of e-mail recipients in association with the recipients' social relationships with the sender;

15   (b)   receiving a source message;

(c)   receiving recipient identification data which identifies at least one e-mail recipient specified as the destination;

(d)   identifying social relationships between
20   the sender and the identified e-mail recipient, by comparing the received recipient identification data with the addresses being managed at said step (a) of managing the addresses; and

(e)   rewriting the source message according to
25   the social relationship identified at said step (d) of identifying the social relationships.